

## Overview

Commission Junction's publisher Web Services provide developers with direct access to Commission Junction's technology platform and resources, allowing them to tap into key information such as commission transaction data, item-based transaction details, available links, or available products in real time. Publishers use the CJ Marketplace to grow their affiliate programs and manage their relationships with advertisers. With Commission Junction's Web Services, publishers can also develop innovative applications to connect to our resources, providing functionality that is currently unavailable in the CJ Account Manager™. The Web Service APIs make key components and data from the Commission Junction platform available via programmatic interfaces. When signing up for Commission Junction's Web Services, don't forget to check the resources section of <http://webservices.cj.com> to find technical documentation and sample code. These resources will help you to understand how to meet your needs with the APIs.

## Requirements

The Web Service APIs are not for everyone, as they require both engineering resources and expertise in working with Web service APIs. Commission Junction provides the Web Service APIs and detailed documentation, but it is up to you to integrate them in meaningful and productive ways for your affiliate campaigns and applications.

Access to Commission Junction's Web Services requires our approval. It is important that we understand the intent of your access, any applications you may create, your expected volume usage and your level of experience with Web Services. To get started developing with our Web Services, please visit the Commission Junction Web Services Developer Community site at <http://webservices.cj.com> and register for a developer key. Once you have received your developer key, select the programming language you will be using and get started. Our Web Services are supported by most languages used for Web development including PHP, .NET, Java, PERL, Coldfusion, Ruby and others. Sample application code is also available on the Developer Community site.

You can get started building tools such as:

- A keyword bidding optimization tool
- A performance incentive or bonus estimator
- An automated link selection tool driven by meta tag keywords
- A shopping mall plug-in that can be used by other publishers to add product search and comparison shopping to their site

These are just a few ideas. It's up to you – we provide some simple functionality and the data, you provide the innovation and ideas.

## API Synopsis

### Publisher Commission APIs

These APIs deliver programmatic access to valuable transaction data found via the Publisher Commission Detail report in the CJ Account Manager. These APIs are capable of delivering commission data on a real-time or daily basis. Using these APIs, publishers can find commission transactions based on many different criteria, such as date, advertiser, and action type and status. The results contain the same commission transaction fields that are presented in the Publisher Commission Detail report in the CJ Account Manager, including the commission amount, sale amount, posting date, and surfer identification number (SID). Results can be sorted by advertiser, commission amount, posting or event date, and other transaction attributes.

Additionally, item-based details are available for each commissionable transaction displayed, which allows publishers to identify what products and how many were sold for the given transaction. Please note that the query parameters for item-based details are included in the real-time Publisher Commission API and are a separate item-based detail API for daily commission data.

For a complete list of query parameters and results fields, visit the [Web Service Help](#) for the Publisher Commission APIs.

### **Product Catalog Search API**

The Product Catalog Search API offers real-time access to the Product Catalog database for advertisers in the Commission Junction network. Using this service, publishers can find a product or group of products to display on their site based on queries that you define. The API enables keyword searches as well as item-specific requests by UPC, manufacturer, advertiser and SKU. The results contain the same product information fields that are presented in Product Catalog datafeeds and the CJ Account Manager, including the buy URL that tracks sales through your publisher account. Results can be sorted by price, advertiser, UPC and other product attributes.

For a complete list of query parameters and results fields, visit the [Web Services Help](#) for the Product Catalog Search API.

### **Link and Advertiser Search APIs**

These APIs enable publishers to find advertiser opportunities and the perfect links to display on their site. Using the Link Search API, publishers can find links based on criteria best suited to their site, such as searching by link type and size, advertiser, promotional start and end date, and other link attributes. The results contain the same link detail fields presented in the CJ Account Manager, including the link code in HTML or Javascript format and 7-day and 3-month EPC metrics. Results can be sorted by link type, promotional type, advertiser, and other link attributes.

Using the Advertiser Search API, publishers can search for advertiser affiliate programs by any number of criteria, including keywords, country, category, targeted area, relationship status or link types offered. The results contain the same detailed information presented in the CJ Account Manager, such as commission amount offered per sale or lead, network rank and 7-day and 3-month EPC metrics.

For a complete list of query parameters and results fields, visit the [Web Services Help](#) for the Link Search API and Advertiser Search API.

### **Resources**

Commission Junction Web Services are built using the SOAP protocol. More information on this standard Web service solution is available at:

<http://en.wikipedia.org/wiki/SOAP>

There is a wealth of information online related to Web Services, including:

<http://www-128.ibm.com/developerworks/webservices>

<http://www.w3.org/2002/ws/>

<http://msdn.microsoft.com/webservices/>

<http://java.sun.com/webservices/>

### **Future Web Services**

Commission Junction is committed to developing more APIs in the future. We will provide Web Services for both advertisers and publishers that enable developers to extend Commission Junction's marketing platform in unique and interesting ways. Visit <http://webservices.cj.com> often to stay informed on the progress of our upcoming APIs and relevant news.